

# Checklist

## Auditing Content for Reasoning Value

Use this checklist to review any existing blog, whitepaper, or landing page.

If you check fewer than 6 items, the content likely needs significant rework to be AI- and stakeholder-ready.

### SECTION 1: Audience Logic

- ☐ Does this content clearly serve at least **2 stakeholder roles** (e.g., IT, Finance, Procurement)?
- ☐ Are **unique pain points or priorities** for each role acknowledged or addressed?
- ☐ Can a buying group use this to **align perspectives or reduce internal objections**?

### SECTION 2: Modular Structure

- ☐ Is there a **clear executive summary or top-level overview**?
- ☐ Can you extract a **stakeholder-specific explainer** from it?
- ☐ Is there a **visual grid, matrix, or structured chart** mapping capability to outcome?
- ☐ Does it include a **proof point** (quote, stat, before/after comparison)?
- ☐ Is there an **internal-use tool** like an ROI calculator, checklist, or pitch deck component?

### SECTION 3: Logical Flow

- ☐ Does the content follow a **clear reasoning path**? (e.g., "If X... then Y... therefore Z...")
- ☐ Are **assertions backed by logic, data, or real examples**?
- ☐ Can a reader **restate the argument** in their own words without confusion?

## SECTION 4: Connectivity

- ☐ Are there **internal links** to related stakeholder views, tools, or proofs?
- ☐ Does it reference or link to **external data, research, or real customer stories**?
- ☐ Can AI follow these links to construct a **broader knowledge chain**?

## SECTION 5: Structural Visibility

- ☐ Does the page include **schema markup** (e.g., FAQ, product, review, how-to)?
- ☐ Are **modular components labeled clearly** with H2s, tables, or card-style visuals?
- ☐ Could this content appear in a **zero-click AI summary or featured snippet**?

## Evaluation Score

Checkmarks	Action
✓ 13-15	High reasoning value. Great candidate for AI visibility and reuse.
⚠ 9-12	Moderate value. Modularize, clarify, and link to strengthen it.
✗ 0-8	Likely low-value in an AI-first search model. Rewrite or retire.

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